

A Happy New Year

Our Eleventh Annual January

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We Extend  
to You  
Our  
Greetings  
and Wish  
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Health  
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for the  
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# WHITE SALE

## Commencing Monday

JANUARY 3rd, 1916

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Will bring before you the Finest lot of Well-Selected Merchandise it has been our privilege to sell. **QUALITY FIRST IS OUR TRADE MARK.** Before we offer you any merchandise it must be up to **STANDARD QUALITY FIRST**, which means if after you have made your purchase it isn't entirely satisfactory, you can get back what you paid for it by returning **SAME TO US AT ONCE.** This applies to everything we sell. All we ask is your giving us the opportunity to make **YOU PLEASED.**

OUR 11TH JANUARY SALE OF

### Table Linens, Napkins, Towels, Toweling

FIRST SPECIAL

\$1900.00 Worth of Table Cloths and Napkins.

We have the Sample Table Cloths and Napkins to offer you at low prices than you ever bought these goods. We bought these at a discount of 33 1-3%. We offer them to you at less than they sold them for. We advise an early selection.

Irish Linen Pattern Cloths	Fine Linen Napkins—
70x70 at ..... \$2.75	22x22 at ..... \$3.50 doz.
68x86 at ..... 2.75	Silver Bleach Napkins—
70x88 at ..... 3.25	18x18 at ..... \$1.39 doz.
72x90 at ..... 4.25	Hemstitched Lunch Cloths
Hemstitched Lunch Cloths	36x36, plain, at ..... \$1.00
36x36, \$1.25, \$1.35, \$1.50	Fine for embroidering.

SECOND SPECIAL

1,200 yards of 2-yard wide All Linen Heavy Irish Damasks—equal if not better than the quality sold last year, \$1.00 yd.  
62 inch Irish Linen Damask, extra heavy, 98c yd.  
72 inch Full Bleached Union Damask at 69c yd.  
52 inch Pure Linen Bleached Damask at 59c yd.

THIRD SPECIAL

100 dozen 22 inch Satin Damask Napkins, better than ever, for \$2.98 dozen.  
100 dozen 24 inch Satin Damask Napkins, better than ever, for \$3.50 dozen.  
Odd Lots of Maderia Napkins, sold to \$8.00 dozen, left from Christmas Sale, \$5.95 dozen.

### WONDERFUL LINEN TOWELS

at 25c, 39c and 50c.

We offer you better all linen Dew Bleached Huck Towels at the same prices of last season.  
19x38 All Linen Dew Bleached Huck Towels, 25c. This is part of a remarkable purchase.  
21x42 All Linen John S. Brown's Double Huck Towels—39c or \$4.50 dozen.

Wonderful Soft Bleached Huck Towels at 50c.

TOWELINGS

The hardest things to buy in the Linen Market—Read and Look at these qualities:

1,000 yards of Union Linen Toweling at 9c yard.  
1,000 yards of Union Linen Bleached Toweling at 10c yard.  
2,000 yards of 18-inch All Linen Unbleached Toweling at 12 1/2c yard.  
2,000 yards of 18-inch Washed Bleached All Linen Toweling at 15c yard.

You will find these values extraordinary.

TURKISH TOWELS

100 dozen Ribbed Bleached Turkish Towels, 20x40, at 25c.  
50 dozen, 21x42, very heavy Bath Towels at 50c.



Our 11th January

Sale

White

Wash Goods

### MATERIALS FOR SHEER WAISTS AND DRESSES

Prevailing styles for the coming season indicate the demand for sheer materials.  
Plain and Fancy Voiles, Marquisesettes, Dotted Swiss and Organdie will be greatly favored.

Our immense showing at attractive prices range from 15c to \$2.50 yard.

### MATERIALS FOR SKIRTS AND TAILORED DRESSES

Gabardines, Pique, Corduroy, Oxford Cloths are shown in wide variety of weaves and weights, 36 inches wide, ranging from 25c, 35c, 50c to \$1.25 yard.

### MATERIALS FOR MEN'S SHIRTS OR WOMEN'S TAILORED WAISTS.

Are remarkably inviting and include Striped or Figured Madras, Soisettes, Oxford Cloths and 36 inch Poplins, priced at 25c, 39c and 50c yard.

### MATERIALS FOR LITTLE BOYS' WASH SUITS

Now is the time to anticipate your needs and do your sewing during the cold weather.

Plain materials of fine texture and finish in Galatea Cloth, Indian Head, Cannon Cloth and Poplin, unusual in quality, at 15c and 25c yard.

Fancy and Corded Welt Piques make attractive suits, 28 and 36 inch wide, ranging from 19c to 75c yard.

### MATERIALS FOR LITTLE GIRLS' DRESSES

Also for the grown-up misses, dainty designs in washable, plain, barred, or striped Lawns, also in French Percales and Cambric, are offered at very reasonable prices.



Our Eleventh Annual

### JANUARY SALES OF MUSLINWEAR

Night Gowns, Corset Covers

Drawers, Petticoats

The garments are without exception entirely new styles, bought especially for this event. The collection is undoubtedly the largest the store has ever shown. Elaborate displays have been occupying a large part of the second floor. Whether you intend purchasing or not, a visit to the store will be highly profitable.

### New Night Gowns \$1.00

Months ago we planned to secure the best garment possible to sell at \$1.00. We succeeded and invite you specially to see these gowns.

Made of extra quality Muslin and Long-cloth, insuring good wear, they are prettily trimmed with lace and embroideries. Styles are open front or slipovers and made full and roomy.

The best garment we ever offered at \$1.00

### Special Purchase of 200 Muslin Night Gowns

bought expressly for this January White Sale. These gowns are the slipover style with embroidery edging around yoke and sleeves and undoubtedly a great bargain. Sale Price while they last at..... **25c**

### Muslin Under Skirts at \$1.00

A wide, roomy Skirt measuring 2 1/4 yds. around bottom. Quality first materials in both muslin and Nainsook, with wide flounces of embroidery and laces. The best value Petticoat we ever offered at \$1.00.

### New Corset Covers

In a wide variety of styles, in combination muslin, embroidery and laces. The greatest quantities we have yet shown.

Priced at 25c and 50c.

### New Muslin Drawers

In both styles, open or closed. Some with lace trimmings, others have embroidery. Remarkable values.

Priced at 25c and 50c.

### ENVELOPE CHEMISES

A garment that is very popular. These are made in a variety of ten designs. Materials of Long Cloth and Nainsook with German val laces and embroidery trimmings. Sizes 36 to 46.

Prices \$1.00, \$1.50 to \$2.98.

Also we are showing at this opening January Sale a large assortment of **NEW COMBINATION SUITS** with excellent trimmings of lace and embroidery over quality muslin.

Prices from 59c, 75c, \$1.00 to \$3.98.

### The Greatest Lace Opportunity

Hundreds of yards of Oriental and Shadow Laces have been assembled into one big lot. Collected from regular values up to 50c per yard. Width varying from 2 to 15 inches.

All at one greatly reduced price of 15c yd.

### MOST DESIRABLE TRIMMINGS FOR MUSLIN UNDERGARMENTS.

Long Cloth Convent Edges, extra fine quality at 7c and 10c yd.

Cambric and Nainsook Edges, 7 inches wide. Special values at 7c yd.

Swiss and Nainsook Edges, 2 to 6 inches wide. Priced at 11c yd.

Point de Paris Laces, 2 to 6 inches wide, worth up to 20c yd. Special January Sale Price 9c yd.

### SPECIAL FOR JANUARY

2,000 yards of handsome designs in 18 to 27 in. Swiss Flouncing in most dainty patterns. These values up to 60c we offer in two lots at 25c and 39c yd.

### LACES AND EMBROIDERIES FOR CORSET COVERS

in exceptional fine patterns and endless variety. Priced at 25c, 35c and 50c yd.

22 in. Allovers—We desire to show you a special purchase of 500 yards, unusual in designs for Waists or Corset Covers. These are much underpriced at 39c yd.

OUR 11TH JANUARY SALE OF

### Sheets, Pillow Cases, Mus- lins, Bed Spreads

### 2 1/4 Yard Wide Sheetings at Less Than Mill Prices

50 pieces 2 1/4 yards wide Pepperel Bleached Sheet—25c yard.

50 pieces 2 1/4 yards wide Unbleached Sheet—22c yard.

25 pieces 2 1/4 yards wide Pequot, Dwight, Anchor or Colonial Sheet—30c yd.

(Half Bleached or Full Bleached)

1 1/4, 2 and 2 1/2 yards Sheetings sold accordingly.

### Yard Wide Muslins

Full Standard Springvale Bleached Muslin—7c yd.  
Quality First XXX Bleached Muslin—8c yd.  
Hill's Bleached Muslin—8c yd.

20 pieces of 48-inch Unbleached Sheet; regular 15c value, for 10c yd.

### Pillow Tubings and Casings

Hill's 42 inch Bleached Tubings—12 1/2c yd.

Hill's 45 inch Bleached Tubings—15c yd.

Colonial 45 inch Bleached Tubings—19c yd.

82x94 Bed Set, Scal., Cut Corners, Satin..... \$3.50

82x94 Bed Set, Scal., Cut Corners, Satin..... 6.00

82x94 Bed Set, Scal., Cut Corners, Satin..... 7.00

80x90 Bed Set, Scal., Cut Corners, Satin..... 4.50

80x90 Bed Set, Scal., Cut Corners, Satin..... 5.00

80x90 Bed Set, Scal., Cut Corners, Blue..... 4.50

90x100 Bed Set, Scal., Cut Corners, Blue..... 5.00

80x90 Bed Set, Scal., Cut Corners, Yellow..... 4.50

90x100 Bed Set, Scal., Cut Corners, Yellow..... 5.00

72x88 Quality First Hemstitched Bed Spread..... 1.50

72x88 Quality First Fringed Bed Spread..... 1.65

78x88 Scal. Cut Corners Bed Spread..... 1.75

78x88 Scal., Cut Cor., Extra Heavy Bed Spread 2.50

### Sheets and Pil- low Cases

60x90 Quality First Sheets.... 85c

63x99 Quality First Sheets.... 90c

72x99 Quality First Sheets.... 90c

72x99 Quality First Sheets.... 95c

81x99 Quality First Sheets.... 95c

81x99 Quality First Sheets.... \$1.00

81x90 Lockwood Sheets..... 75c

63x90 Quality First Sheets.... 55c

63x99 Quality First Sheets.... 59c

72x90 Quality First Sheets.... 65c

81x90 Quality First Sheets.... 69c

72x90 Elmdale Sheets..... 55c

81x90 Elmdale Sheets..... 59c

45x36 Quality First Cases, Hemstitched..... 28c

45x36 Quality First Cases, Hemstitched..... 30c

42x36 Quality First Cases, Plain 22c

45x36 Quality First Cases, Plain 25c

42x36 Harvard Cases, Plain... 13c

45x36 Harvard Cases, Plain... 15c

42x36 Franconia Cases, Plain... 10c

45x36 Franconia Cases, Plain 12 1/2c

42x36 Full Standard Cases, Plain 9c

45x36 Full Standard Case, Plain 10c

### Our 11th January Sale of White Wash Goods



### Materials for Undergarments and Gowns

Imperial English Long Cloth and Nainsook, 36 inch, priced from 10c to 22c yd.—12-yd. bolts 98c to \$2.25.

45 inches wide at 29c and 35c yd.—12 yd. bolts \$3.00 and \$3.95.

White House Lingerie Cloth, exceptionally fine weave, light and firm, 36 inch, at 25c—12-yd. bolts \$2.50.

Imperial Sea Island Nainsook, a dainty mercerized fabric, 46 and 42 inch, at 25c and 35c yd.—12-yd. bolts \$2.50, \$3.75.

Chimosa and Oyama Japanese Nainsook, a plain fine imported fabric, especially adapted for infants' wear; 42 inch wide, at 29c yd.—10-yd. bolts \$2.50.

Chimosa Lingerie Nainsook, soft finish, mercerized, showing shadow stripes and checks. Remarkable value at 25c yd.

### Special Underwear Materials Domestic Section

200 Pieces Cameo Ladies' Cloth, 36 inches wide. Special at 12c yd. 25 pieces 36 in. Quality First Cambric at 10c yd. 25 pieces 36 in. Princess Cambric 11c yd.

### Materials for Children's Dresses, Shirt- waists, Guimpes

Pointer Brand India Linen and Dilmity in stripes and checks. Priced at 8c, 10c, 12 1/2c to 50c a yard.

40 inch Kerchene, Flaxon and Mercerized

Batistes. Priced at 23c, 35c to 75c a yard.

Persian, French and Pearline Lawns.

Priced at 45c, 50c and 65c a yard.

27 inch Dimities, unusual in quality.

Special at 10c, 12c, 15c a yard.

ROBERTSON



BROS. CO.